



Board of Directors Meeting Notes Monday March 8, 2010

Goals for 2008 – 2010

- ✓ *Develop and Implement an Effective Volunteer Program*
- ✓ *Increase Effectiveness of our Outreach*

- 1) Call to order by Linda Levy at 6:38 pm.
Quorum established, Board Members Attending: Susan Archibald, Carolee Burrows, Cheryl Costella, Julie Erreca, Linda Levy, Noel Littlejohns, Jody Snyder, Shahn Spratt, Stephanie Triolo, Pat Worley
Guests: none
Absent: Lisa Alexander,
- 2) Chair Report: New board members Shahn Spratt and Stephanie Triolo welcomed to the Board and provided with an orientation packet. Michael English and Jon Wagman have resigned from the board. At the Annual Membership meeting they were publically recognized and given a thank you gift of 4 years membership and ceramics made by Paula Prekowitz.
- 3) Consent agenda changes under Curatorial: "painting" should be "plein air", "heat" should be "heart"
Motion to approve Consent Agenda as amended, made by Noel, Seconded by Shahn. Vote: All in favor
- 4) Minutes: Motion to approve minutes from February meeting made by Jody, seconded by Stephanie, vote: all in favor.
- 5) New Business:
 - a) Participating in a collaboration with the SLV museum to be part of an art map of the area. Will be distributed to museums, galleries, etc.
 - b) Center was mentioned in the quarterly "Santa Cruz Magazine".
 - c) Conflict of Interest Policy: It is a legal requirement for non-profit status, so a draft policy was written and presented. Board members must notify the board and abstain from voting on issues to which they have a conflict of interest. Motion to adopt the policy as written, made by Jody, seconded by Susan. Vote: all in favor.
 - d) Changes to the newsletter: Jan/Feb/Mar & July/Aug/Sept will be 6-pages, with articles; Apr/May/June & Oct/Nov/Dec will be 4-pages with no articles. Class info needs to be submitted a quarter ahead to get into the newsletter.
 - e) Created calendar of administrative events, focus for the board meetings:
 - January – previous year financial reporting
 - February – calendar planning for the year: events, workshops, shows
 - April – Mother's Day sale planning & clean-up day
 - June – Summer newsletter articles
 - August – Ceram-A-Rama planning
 - September – Open Studios
 - October – winter prep (facilities)
 - November – Holiday sale planning
 - December – Winter newsletter articles, clean-up day
- 6) Old Business: none
- 7) Motion to adjourn made by Jody, seconded by Susan at 7:50 p.m.

Next meeting will be Monday, April 12, 6:30 pm at the Art Center.

Consent Agenda Items:

- 1) Treasurer's Report and Budget:
Checking: \$21,586.23 MM: \$28605.75 (as of 3/2/10)
- 2) Chair/Committee Reports
 - a) Education (Lisa) –
 - b) Curatorial (Cheryl) –
 - i) The second quarter take-in will be Sunday, March 28th from 2- 5 p.m.
 - ii) Discussed the possibility of getting half round poles to make a fence that looks like crayons for the side gate.
 - iii) A ceramic workshop was set for Sunday, April 11th from 10- 2 p.m. to make items for Mother's day. It could be called "Show Your Heart for the Art Center. Workshop participants will learn hand-building processes and much of the work created would be kept by the Art Center to sell. Lunch and materials would be provided.
 - iv) Mother's Day sale will be on Saturday, May 8th from 12- 6. We can make it a special event by having a BBQ. Maybe we can get some of Michael Eckerman's sculptures to place along the walkway.
 - v) Plein Air day at Camp Joy will be on Sunday, May 16th.
 - vi) Julie would like to put up prayer flags for garden show for July, Aug. and Sept. with a workshop date to be determined.
 - vii) Open Studio applications are now available.
 - c) Facilities (Noel) – No report
 - d) Grants (Linda) –
 - i) Submitted final report for Cultural Council Grant, 2009, with photos, etc.
 - ii) Submitted paperwork for 1st half payment from Cultural Council (\$3500) for 2010.
 - iii) Completed financial information for the California Data Project – 2 yrs of info...necessary to apply for CAC grant
 - iv) Submitted Grant app to the California Arts Council (CAC). Grant for Youth Art Programs: support of current classes, support for teen after school classes, support for possible after school classes @ elementary schools, support for administration. (\$7000)
 - v) Submitted Grant app to the Community Foundation. Grant for Youth Art Programs: support of current classes, support for teen after school classes, support for possible after school classes @ elementary schools, support for administration. (\$8000)
 - e) Publicity (Linda) –
 - i) Advertising with Santa Cruz Parent: <http://www.santacruzparent.com/index.html>
one 1/6 (2.458" x 5.125") print ad + two virtual ads
Placed summer art programs in two of the most popular local parent resources:
SantaCruzParent.com / MBParent.com and California Coast Parent are collaborating to provide your camp with exposure to Santa Cruz and Monterey families in both a printed guide and a virtual guide.
SCP/MBP sends out two e-newsletter Camp Guides, one each in April and May.
CCP publishes the guide in its quarterly March issue.
CCP distributes 12,500 issues at key family-frequentering locations.
SCP and MBP receive over 500,000 hits/month and send free weekly e-newsletters to about 6500 families.
COST \$300

- ii) Facebook Fan page for the organization is up and running. If you have a facebook page, become a fan:
<http://www.facebook.com/home.php?#!/pages/Mountain-Art-Center/255624823856> Good comments from a number of people on our page!
- iii) Entered on-line info for events / classes at Sentinel, SC Weekly (formerly Metro), San Jose Mercury News, Press Banner
- iv) Email sent on weekly basis to list for Gallery and list for Publicity (Mondays / Tuesdays)
- v) New color newsletter is being distributed. Response has been overwhelmingly positive from artists, parents, visitors, grantors.
- vi) Website Updates:
 - (1) Created Google SiteMap files (html & xml) and submitted to Google Sitemapper (increased visibility for site)
 - (2) Installed Google Analytics so we can get better statistics on site.
 - (3) Installed an on-line store: can register for classes, sign up as a member, make a donation. Have send linkages out to various teachers for them to send in their own emails to prospective students. Have been working out the bugs encountered. The on-line store costs \$9.95/month.
 - (4) Links to new newsletter and current calendars.
 - (5) Updated class info: Spring Art Camp, Summer Art Camps, Adult classes (ceramics and painting).
- f) Music (Carolee) –
 - i) Marty Carlson's Monday evening ukulele classes remain popular. A new series of Beginning Ukulele classes have begun! Contact Marty for availability: 440-9382; sydmarty@sbcglobal.net
 - ii) This summer, come and enjoy the backyard and local musicians.
 Sing along - bring your ukulele - join the fun.
 JUNE 26, 2010 - Ukuleles Gone WILD, Theme: Let the Good Times Roll
 Students of Marty plus others
 AUGUST 28, 2010 - Ukuleles Gone WILD, Theme: A Picnic Afternoon
 All Shook Up Dance Band plus others
- g) Ceramics (Jody) –
- h) Events (Julie) Reminder — we need to plan the annual membership meeting and potluck Fri. March 5. I'll be out of town March 1-4, but will be able to help set-up Fri.